

# The Enerpace *PaceSetter*

News as Individual as YOU Are



October, 2012

## In This Issue

### [Leadership Learnings](#)

Stay On Message to Win Buy-In

### [Career Management Corner](#)

The Right Way to Get Your Ideas Heard

### [Business Building Blocks](#)

Shifting the Conversation from Influence to Advocacy

### [Enerpace Expert](#)

Caring for Your Voice

### [Enerpace News](#)

### [Cool Tools](#)

### [Great Books](#)

### [Quotes You Can Use](#)

### [Upcoming Events](#)

Dear Subscriber,

Happy Halloween! As the kids (and some of us adults too!) put on costumes and masks to go trick-or-treating today, it strikes me that this is analogous to the "masks & costumes" our politicians often assume as they go door-to-door for votes.

In coaching, we help our clients develop the emotional intelligence to examine situations from all possible perspectives that are true for them. Applying this technique here, I saw that there actually are a lot of lessons we can learn from this process and from the behavior of our candidates for office.

I've selected articles which highlight business truths relevant to the political process as well. Not hard to do, since both business and politics are all about influencing behavior!

May your day be filled with more treats than tricks -

Elene

p.s. Remember to vote next Tuesday, 11/6!

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## LEADERSHIP LEARNINGS

### *Stay On Message to Win Buy-In*

John Kotter, *blogs.hbr.org*

After having watched the Presidential Debates over the last few weeks, this article really hit home. There's always someone in the room who may not agree with your ideas. Ask yourself, who are you really talking to - the one who disagrees or the larger group?

Great advice on how to quickly move beyond the one dissenter and look at the broader audience!

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[Back to Top](#)



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## CAREER MANAGEMENT CORNER

### *The Right Way to Get Your Ideas Heard*

Nilofer Merchant, *Harvard Business Review*

## Upcoming Events

(All Listed in Central Time)

"The Art of Delivering Constructive Criticism" - Webinar, Fri. 10/2 at 12 noon  
[Details](#)

"How Agile Are You?" - Wed, 11/28 @4:30PM  
[Details](#)



Life is busy, yet just like politicians, we need to get our ideas heard. This article offers six techniques to get those around you to listen, and more importantly, to hear what you have to say!

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[Back to Top](#)

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## BUSINESS BUILDING BLOCKS

### *Shifting the Conversation from Influence to Advocacy*

Michael Brito,  
*Edelman Digital*

Influencer or Advocate? Which would you rather have selling your product or service? Which would get you to vote a certain way?

All of us have been influenced to try something, but a real advocate makes an emotional connection, even without being asked.

Check out this blog to see how advocates can really drive business your way.

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[Back to Top](#)

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## ENERPACE NEWS

We're now on Pinterest! Follow us to be notified whenever we post new inspirational quotes, tools and other items of interest for your professional and personal development.

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## Enerpace Expert

### *Caring for Your Voice*

Michelle Eppley, The Sound Center

Did you know you're a vocal professional? After months of speeches, our political candidates certainly do!

Most of us don't think about caring for our voices in the same way we take care of other aspects of our health. However, we use our voices all the time. One of the first impressions we make with people is with our voice.

Having a strong and healthy voice can send the message of self-confidence and ability! Follow these simple tips and exercises to keep your voice in its best shape!

(P.S. Not only is Michelle our October Enerpace Expert but she is also part of Enerpace's Preferred Partner Program. Voice is such an important part of Professional Branding that we've partnered with her to offer EVERY Enerpace client a complimentary consultation. To learn more about our Preferred Partner Program, and our other partners, [click here.](#))

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[Back to Top](#)



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## COOL TOOL

### *Wayback Machine*

Internet Archive,  
<http://www.archive.org/>

Have you ever found yourself looking for an old article or website only to find that it's no longer there?

Need to find out what politician said what when...even if it's conveniently no longer online! Yes? Then here's the tool for you!

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[Back to Top](#)

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## GREAT BOOKS

### *Leading Change*

by John P. Kotter

No matter who wins the election, they will be required to lead a time of great change.

Our work with Leadership Agility confirms that all leaders, of businesses big and small, face the same complexity and uncertainty, created by global interconnectedness and the rapidly increasing pace of change.

This book offers some great advice for leaders, looking at more than 100 companies who improved themselves through change.



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[Back to Top](#)

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## QUOTES YOU CAN USE

"We do not have to become heroes overnight. Just a step at a time, meeting each thing that comes up, seeing it is not as dreadful as it appeared, discovering we have the strength to stare it down."

Eleanor Roosevelt(1884-1962)  
U.S. First Lady, U.N. Diplomat, Humanitarian

[Back to Top](#)



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